ABSTRACT OF THE DISCLOSURE

A method and system for generating reports relating to various web sites. Each report will be tailored to the type of web sites examined as well as the particular client. A site structure description language as well as content standardization rules will be employed by one or more intelligent agent Bots to analyze the information provided on the web pages. This information will be transmitted to a data warehouse for analysis by a report analysis system. A report presentation system along with a user graphical interface will allow each particular client to view their particular reports. Among other features, these reports would indicate the position of the web site and a particular search engine as well as the number of clicks it would take to order a particular product or service.